

Paul Evans

From: FEMA Private Sector [fema@service.govdelivery.com]
Sent: Tuesday, February 21, 2012 8:13 AM
To: paul@paulevans.org
Subject: FY 12 Grant Supplemental on Public Private Collaboration

Announcing FY 12 Grant Supplemental for Public Private Collaboration in Emergency Management and Homeland Security

We are pleased to announce an important resource for state, tribal and territory-level efforts to partner with the private sector in emergency management and homeland security initiatives: the [Fiscal Year 2012 grant supplemental to support public private collaboration](#).

This is the *second annual grant supplemental* for private sector collaboration, and corresponds to language written into the Homeland Security, Tribal and Emergency Management grant guidance. The suggested uses outlined in the FY 12 supplemental are based on feedback on actual needs identified by state-level government and private partners who are already doing great work. In addition to sharing resources to help build and sustain public-private partnerships, the supplemental outlines key ways grant funding may be spent to promote public-private collaboration, including:

Program management:

- *Salary for a dedicated liaison who acts as the primary point of contact, coordinates the public-private partnership and ensures proper implementation of the strategic plan*
- Facilities, including meeting space and work space for private sector liaisons
- Supplies needed to support regular communications and document partnership efforts

Tools, resources and activities that facilitate shared situational awareness between the public and private sectors.

- Web-based and new media platforms that allow real-time information exchange
- Asset mapping, such as participation in FEMA's Total Asset Visibility and LogViz initiatives
- A seat(s) in the emergency operation center, or virtual EOC

Structures and mechanisms for information sharing between the public and private sector:

- Tools, software, programs, and other mechanisms that support two-way information sharing during normal and emergency operations
- Means to receive input or feedback from the private sector, and encourage participation from civic leaders from all sectors

Operational Support:

- Tools for identifying and tracking available paid and unpaid disaster response resources
- Dedicated space and equipment for private sector representation within a state, county, or city emergency operation center
- Tools for real time information sharing between the public and private sector

- Licensing, screening, or other requirements for access to real EOC or virtual EOC

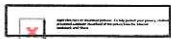
Joint Training and Exercises with the Public and Private Sectors:

- Training to ensure private sector and public sector participants are qualified to work on specific tasks or for learning new tools used to support the partnership
- Training for members of the public and private sector on how to work together
- Overtime pay for first responders and emergency managers who participate in private sector-sponsored exercises
- Support inclusion of private sector in government-sponsored training and exercises

Outreach and marketing to support recruitment, as well as sustain and increase year around partnership efforts:

- Support for in-person meetings, events, and conferences that bring the public and private sectors together
- Web-based and social media tactics (webinars, emails, newsletters, alerts, databases, online collaboration tools, website development and maintenance, etc)
- Traditional print and radio outreach (advertisements, localization of Ready public service announcements, etc)
- Collateral (brochures, banners, fact sheets and other informational material)

More information on homeland security and emergency management grants may be found at <http://www.fema.gov/government/grant/index.shtm>.



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